

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 060701Z AUG 76

FM AMEMBASSY CANBERRA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8703

AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

UNCLAS CANBERRA 5711

SYDNEY ALSO PASS TRADE CENTER

EO 11652: NA

TAGS: BEXP, AS

SUBJ: FY77 SAD EVENT SCHEDULE FOR AUSTRALIA AND NEW ZEALAND

REF: A. USDOC 12262, B. 75 USDOC 17443 (NOTAL), C. 75 SYDNEY
2532 (NOTAL), D. BRISBANE 234, E. BRISBANE 228 (NOTAL)

1. EMBASSY HAS CONSOLIDATED IN THIS MESSAGE RESPONSE OF
AUSTRALIAN POSTS TO REFTEL A, PARAS. ONE THROUGH THREE.

2. REFTEL B SET FORTH PROPOSED FY 77 TRADE PROMOTION PRO-
GRAM. IT PROPOSED PHYSICAL PROPERTIES TESTING AND INSTRU-
MENTATION TRADE MISSION FOR AUCKLAND, SYDNEY, AND MEL-
BOURNE FOR APRIL 1977 AND COMMERCIAL FISHING CATALOG EXHIBI-
TION FOR PORT MORESBY AND AUCKLAND FOR SAME MONTH. REFTEL B
WAS NOT SENT TO MELBOURNE, WHICH ACCORDINGLY WAS UNAWARE OF
PROPOSED PROGRAM UNTIL RECEIPT REFTEL A.

3. REFTEL C FROM SYDNEY ACCEPTS PHYSICAL PROPERTIES TESTING
AND INSTRUMENTATION TRADE MISSION FOR SYDNEY. CONTRARY TO
REFTEL A, SYDNEY DD NOT ACCEPT COMMERCIAL FISHING CATALOG
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EXHIBITION, AND IN REFTEL C IT MERELY RELAYED AMEMBASSY SUVA

INTEREST IN CATALOG EXHIBIT WHICH AS OF THAT TIME (DECEMBER)
WAS PROPOSED FOR PORT MORESBY AND AUCKLAND ONLY.

4. AUSTRALIAN POSTS ARE GENERALLY INTERESTED IN BOTH THEMES.
HOWEVER, PROBLEMS EXIST WITH RESPECT TO IDENTIFICATION OF
MARKET IN MELBOURNE FOR TRADE MISSION AD WITH RESPECT TO
SCHEDULING CONFLICT BETWEEN TRADE MISSION AND CATALOG SHOW.

5. TO ASCERTAIN MARKETABILITY OF PHYSICAL PROPERTIES TEST
EQUIPMENT TRADE MISSION IN MELBOURNE, REQUIRE FURTHER EX-
POSITION AS TO PRECISELY WHAT TYPE OF PRODUCTS ARE ENCOM-
PASSED WITHIN THIS THEME. MELBOURNE IS INTERESTED IN MISSION,
SUBJECT TO DETERMINATION THAT SUFFICIENT LOCAL MARKET EXISTS.

6. COMMERCIAL FISHING CATALOG SHOW IS ALSO OF INTEREST TO
MELBOURNE, PARTICULARLY INASMUCH AS MELBOURNE WILL BE SITE OF
AUSTRALIAN FISHERIES EXHIBITION LATER THIS YEAR. HOWEVER,
SOUTH COAST FISHING INDUSTRY IS LOCATED IN 3-4 SMALLER TOWNS,
AND THERE IS CONSIDERABLE DOUBT THAT INDUSTRY WOULD COMETO
MELBOURNE FOR CATALOG SHOW. MELBOURNE ACCORDINGLY HAS CON-
CEIVED OF MOBILE SHOW, HOUSED IN HOUSE TRAILER WHICH WOULD
INCLUDE ACCOMMODATIONS FOR INDIVIDUAL ACCOMPANYING SHOW.
NOVELTY OF APPROACH AND SMALLER SIZE OF TOWNS WOULD GENERATE
CONSIDERABLE PUBLICITY AND INTEREST, AND COSTS WOULD BE
COMPARABLE TO THOSE OF SINGLE-SITE EVENT. IT MIGHT EVEN BE
POSSIBLE TO INCLUDE TASMANIA AS SITE.

7. MOBILE SHOW APPROACH, IF PROVEN SUCCESSFUL, COULD HAVE APP-
LICABILITY FOR TOHER CATALOG SHOWS IN AUSTRALIA.

8. PROBLEM FOR BOTH SYDNEY AND MELBOURNE, HOWEVER, IS THAT
NEITHER POST IS IN POSITION TO UNDERTAKE CONCURRENT
TRADE MISSION AND CATALOG SHOW. TRADE MISSION IS PREFERRED
EVENT FOR SYDNEY AND PROBABLY FOR ELBOURNE, IF CHOICE MUST
BE MADE. SYDNEY PROPOSES, HOWEVER, THAT ONE EVENT BE MOVED
FORWARD SOMEWHAT AND OTHER EVENT BE MOVED BACKWARDS SOMEWHAT
IN ORDER TO PROVIDE ADEQUATE SEPARATION BETWEEN THEM.

9. AS INDICATED REFTELS D AND E, CATALOG SHOW AND AGRIBUS-
INESS TRADE MISSION ARE ACCEPTED BY BRISBANE. AGRIBUSINESS
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TRADE MISSION IS ACCEPTABLE TO SYDNEY.

10. MELBOURNE WILL RESPOND SEPARATELY TO PARA FOUR, REFTEL A
REGARDING GEORGE'S IN-STORE.
HARGROVE

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